

HEYWOOD-WAKEFIELD

Theatre Seating



EX-11111111

**W. T. MOORE & CO.,
SCHOOL & CHURCH FURNITURE
204 QUEEN & CRESCENT BLDG.,
NEW ORLEANS, LA.**



HEYWOOD-WAKEFIELD

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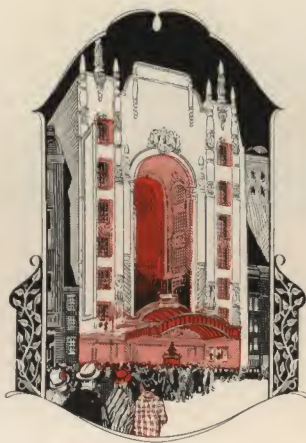


HEYWOOD-WAKEFIELD



HEYWOOD-WAKEFIELD COMPANY

THEATRE SEATING



**W. T. MOORE & CO.,
SCHOOL & CHURCH FURNITURE
204 QUEEN & CRESCENT BLDG.,
NEW ORLEANS, LA.**

*Seven Factories and Eleven Warehouses in
the United States and Canada*



CATALOGUE 99E



IN 1826 the Heywood Brothers began making chairs in a small shop in Gardner, Massachusetts. Modern machinery was then practically unknown, and their equipment was of the crudest.

Some years later, Cyrus Wakefield, who was the first American to discover the commercial value of rattan, began manufacturing reed furniture in a shop in what is now Wakefield, Massachusetts.

Gradually the two factories grew in size and scope, until in 1898 they were combined under the name of Heywood Brothers and Wakefield Company. New factories were added to the corporation, and in 1919 Heywood-Wakefield was incorporated with seven factories and eleven warehouses in the United States and Canada.

Today Heywood-Wakefield factories alone occupy 2,535,092 square feet of floor space. The concern now ranks among the leading manufacturers in the world in several of its lines. Millions of pieces of merchandise are produced yearly by means of machinery which would astound the founders could they but glimpse it.



HEYWOOD-WAKEFIELD merchandise is distributed throughout the United States by means of the branches illustrated above, which contain 1,682,506 square feet of floor space. Distribution outlets are centrally located so as to give the best of service.

BALTIMORE, Maryland
113 West Conway St.

*BOSTON, Massachusetts
Warehouse, Winter Hill, 45
Salesrooms, 174 Portland St.

BUFFALO, New York
Wells and Carroll Sts.

*CHICAGO, Illinois
Warehouse, 2653 Arthington St.
Salesrooms, Am. Furniture Mart

KANSAS CITY, Missouri
1310 West Eighth St.

LOS ANGELES, California
215 East Sixth St.

NEW YORK, New York
516 West Thirty-Fourth St.

PHILADELPHIA, Pennsylvania
244 South Fifth St.

PORTLAND, OREGON
148-154 North Tenth St.

SAN FRANCISCO, California
737 Howard St.

ST. LOUIS, Missouri
Sixth and O'Fallon Sts.

*Address all communications to Warehouses



HHEYWOOD-WAKEFIELD, in rounding out a century of service in the seating field, is justly proud of its record. Throughout this entire time the company's growth has been steady and consistent, bespeaking the foundation of confidence and fair dealing upon which its success was laid.

Heywood-Wakefield entered the theatre seating field at an early stage in its development, and has literally grown with the industry, until today it is among the foremost theatre seating concerns in the world. Thus it is evident that Heywood-Wakefield success is fairly won, through merit of product that is born of many years of experience. The knowledge of seating problems that Heywood-Wakefield possesses is based on thousands of actual installations, located in every section of the United States, and extending throughout many years.

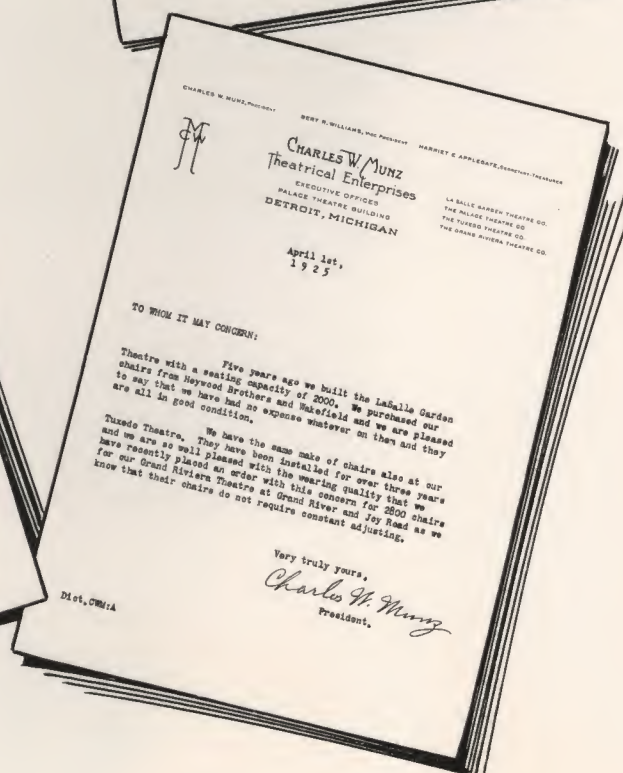
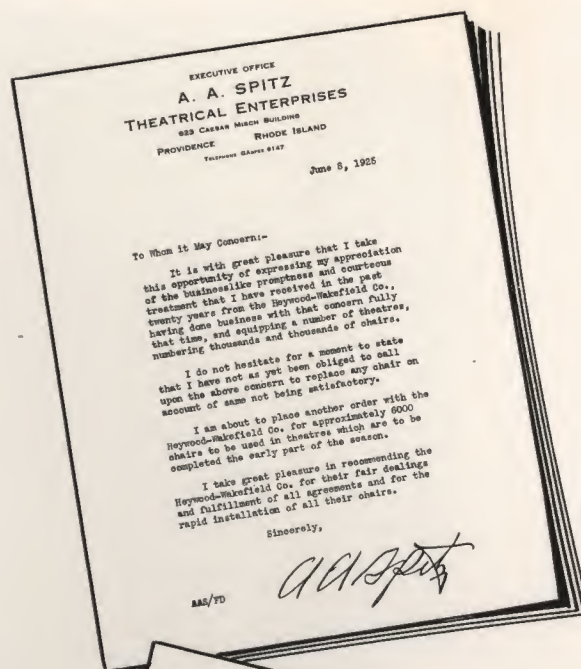
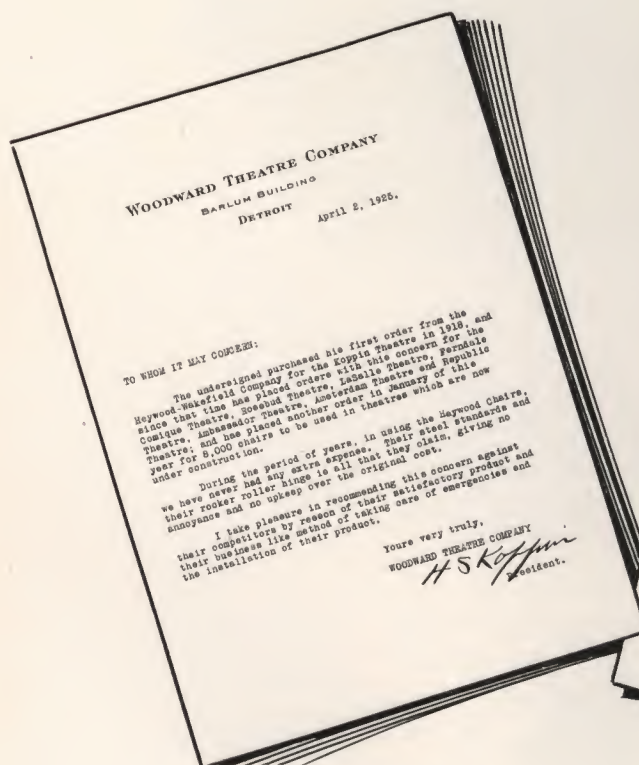
The benefit of this seating experience is available without cost or obligation to anyone who is erecting or contemplating a building where seats are used. Heywood-Wakefield seating men have helped to plan many of the country's largest seating projects. They solicit the opportunity to be of service to anyone who desires their aid. It will be well to get in touch with them before placing a seating contract. Their advice will be unbiased and authoritative.

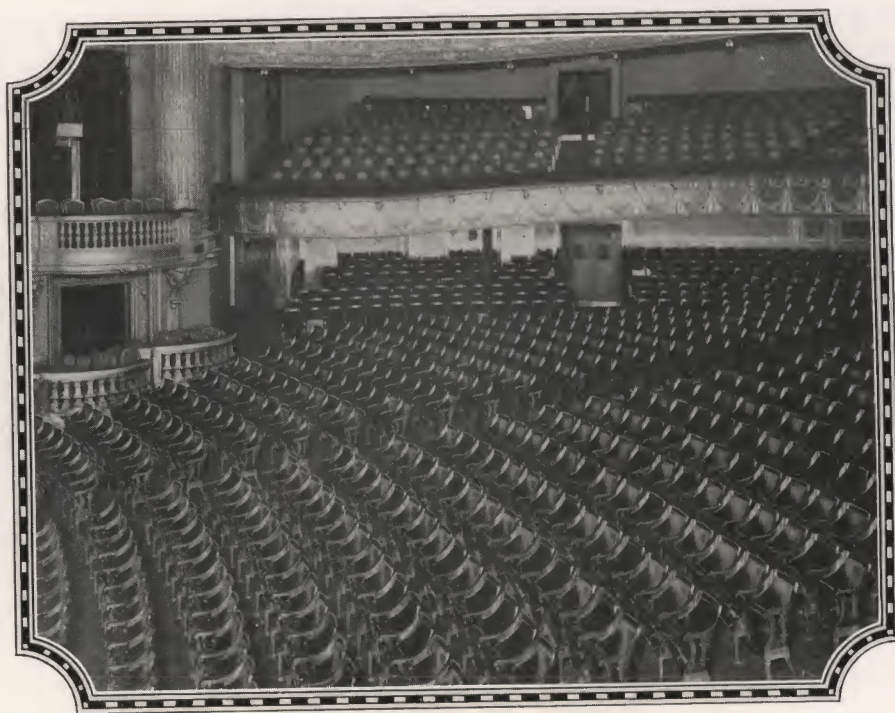
The following pages illustrate but a few of the many types of theatre and public seating made by this century-old concern. They show in a small measure the adaptability of the Heywood-Wakefield product. The fact that Heywood-Wakefield seats are in use in many of the largest American theatres, baseball parks, churches, and auditoriums, is eloquent proof of their quality.





HEYWOOD-WAKEFIELD places a high value upon the good will of customers. Satisfaction after sale is the factor which has built the reputation which Heywood-Wakefield now enjoys. It is a matter of pride, therefore, that prompts this reproduction of a few of the many similar letters of commendation which are in our files. They are more eloquent than anything we could say.





CENTURY THEATRE
New York City

THIS illustration of the Shubert Century Theatre in New York City shows how effectively attractive theatre chairs can add to the beauty of the house. These Heywood-Wakefield theatre chairs were recently ordered to re-seat the Century. This show house is numbered among New York's most attractive theatres, due to the comfort and beauty of its seating as well as the luxuriousness of its interior, and the high quality of its productions. The same type of chair that was used here is available in our regular line.





OC 425

COMFORT and luxury unite in this chair to make it one of the most beautiful and popular of our line. It is used in such theatres as the Shuberts' Century, Booth, Shubert, and Chanin, in New York, and the Blackstone, in Chicago. It is of special cabinet construction, with spring seat.





OC 424

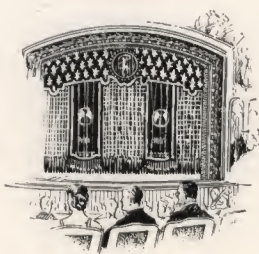
NO more comfortable chair for your theatre can be desired than this new full-upholstered wing back and spring edge seat chair. This type of Heywood-Wakefield seat has been installed in some of the leading theatres in the United States.

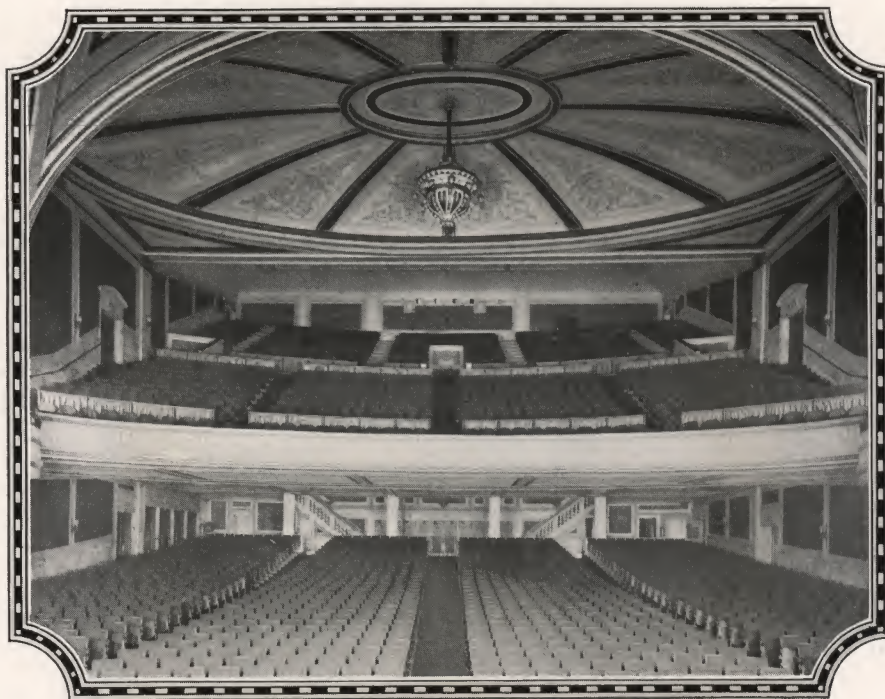




OC 423

SOMEWHAT along the mission style is this wood-end standard chair for theatres, public auditoriums, and lodges. It has a full-upholstered back of wing construction, with rear panel, sewn with two welts. The seat is of full spring construction, providing the utmost in comfort for theatre patrons.





KEITH'S FORDHAM THEATRE
New York City

TOO much emphasis cannot be placed on the importance of proper theatre seating. Productions that are up to a certain standard may come and go, but theatre chairs remain indefinitely, as either assets or liabilities. Thus it is that a theatre is no better than its seating facilities.

Heywood-Wakefield seating men have devoted many years to determining what is best for theatre patrons, and then applying this knowledge to the designing of chairs. Their reward has been the patronage of such large theatres as Keith's Fordham in New York City, illustrated here.





OC 422

THIS chair is built along simple lines, yet is distinctive enough for the most pretentious auditorium, whether it be in theatre, lodge or public hall. All chairs are equipped with hinges which give long life and faultless service.





OC 421

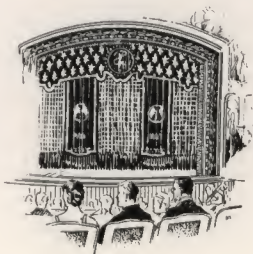
THIS illustration indicates how color can be introduced into the theatre auditorium by use of striking upholstery materials. Like all other Heywood-Wakefield theatre chairs, however, this one is obtainable in a large range of upholstery materials and finishes.





OC 420

EXTRAORDINARY long life marks this chair, yet its comfort is unexcelled. The heavy veneer top rail provides ample protection against wear for the upholstery material. Hundreds of these chairs in orderly array in an auditorium form an impressive and beautiful picture.

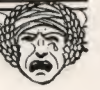




CC 417

GENTLY curving lines and scrolls make this chair a graceful type for use in theatres, and in high class public assembly halls. The back is of panel design, leaving no upholstery edges exposed. As on all of the better grade Heywood-Wakefield chairs, the spring seat offers arm chair comfort.





OC 419

A HEAVY veneer, inserted panel back with wing construction lends strength and dignity to this reasonably-priced chair, which is used in many theatres in all sections of the country. It will last indefinitely, yet provides extraordinary comfort and beauty for the enjoyment of theatre patrons.





REGENT THEATRE
Grand Rapids, Michigan

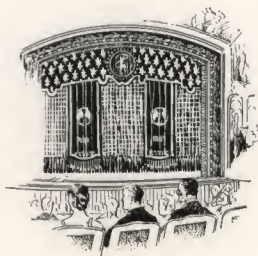
THE manufacture of theatre chairs is no novelty for Heywood-Wakefield. This company, born in 1826, is today one of the foremost in the production of quality merchandise. In every state in the Union—in many of the largest and most beautiful theatres—Heywood-Wakefield installations are giving satisfactory service. Many of these installations were ordered by men who many years ago purchased chairs from us, and who know from experience that Heywood-Wakefield merchandise is dependable.





OC 418

HERE again the inserted panel method of back upholstery has been employed, promoting economy and beauty. This chair is in daily use in legitimate and motion picture theatres in every section of the country. It is moderate in price, yet extraordinarily handsome.





OC 416

WHERE it is practicable to sacrifice a slight degree of the luxurious comfort of more elaborate chairs, this seat is very satisfactory. Instead of the spring seat that characterizes the higher-priced patterns, this chair has a comfortable and durable padded slip seat.

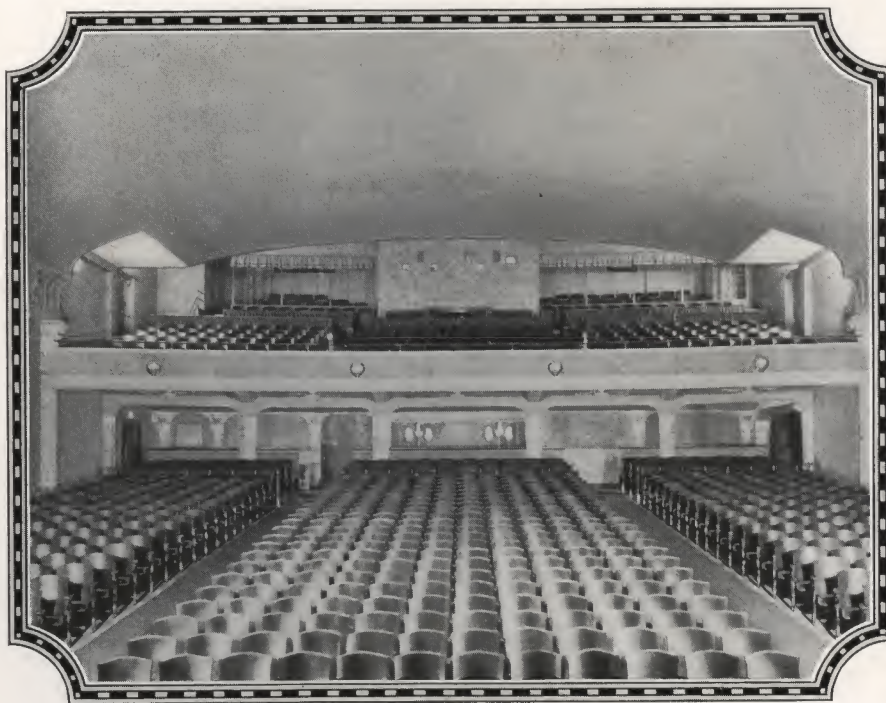




OC 415

THE full beauty of the natural grain of wood is retained in this heavy veneer back chair. This type is popular for certain classes of theatres and for lodges, churches or public auditoriums. The individuality of its environment can adequately be expressed through judicious choice of aisle ends.





GRAEPER'S EGYPTIAN THEATRE
Portland, Oregon

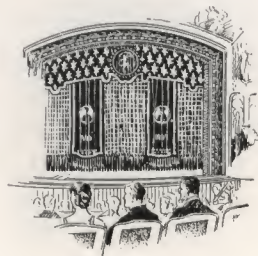
NOT so long ago theatre distinctiveness was confined chiefly to the higher-priced houses. Now, however, thanks to motion pictures, the unattractive theatre is fast becoming a relic of the past. Even small neighborhood theatres possess individuality and beauty that would be the envy of ancient Roman architects. Graeper's Egyptian Theatre, shown here, admirably illustrates the originality that is coming more and more to be expressed in theatre building. Whatever the decorative scheme of the theatre interior, there is a type of Heywood-Wakefield chair to match it perfectly.





OC 413

IN buildings where an exceptionally sturdy seat is required, such as motion picture theatres, school auditoriums, public halls, lodge rooms, etc., this chair can be used to best advantage. It is very reasonably priced, yet possesses comfort and beauty to satisfy the discriminating user.





OC 414

STRONGLY suggestive of Gothic simplicity is this Mission type Heywood-Wakefield theatre chair. Its air of permanence adapts it particularly well to church and lodge use. Its steadfast appearance is well borne out by its durability of service, and it is surprisingly comfortable.





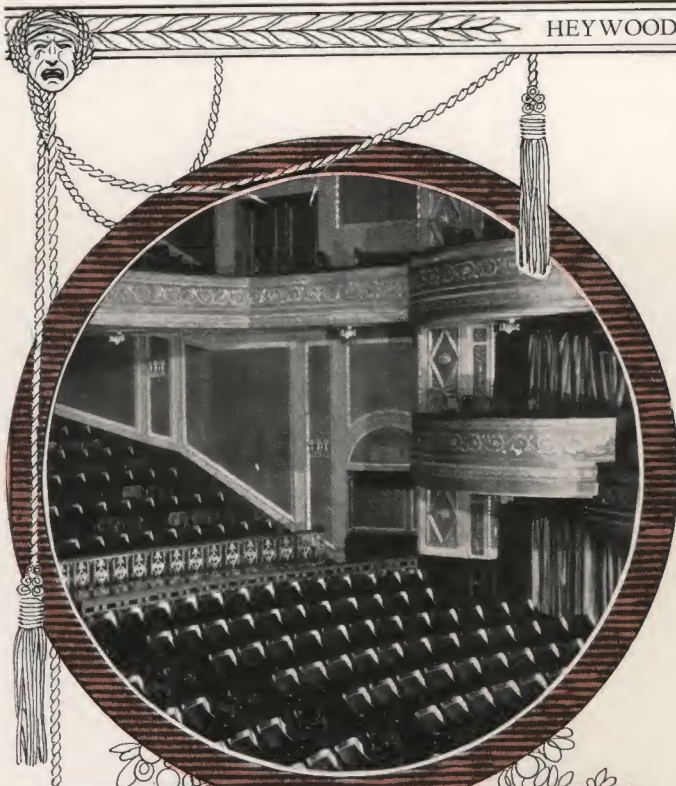
OC 412

FOR those who desire a handsome and reliable chair, but do not wish to pay the added cost of springs and upholstery, this chair is suited. It has a heavy veneer back and seat and is appropriate for motion picture theatres, school auditoriums, public buildings, etc.



THEATRE CHAIRS

GENERALLY speaking, the term "theatre chairs" describes only a small proportion of the uses to which this type of public seating can be put. Designed originally for show houses alone, theatre chairs are now serving many purposes not closely related to each other. They are used not only in theatres, but to equip high school auditoriums and gymnasiums, public assembly halls, lecture rooms, lodge rooms, and similar buildings. A modified type of theatre seating has been developed for race tracks, ball parks, stadiums, athletic fields, outdoor theatres, arenas, and other places where seats are exposed to the elements.



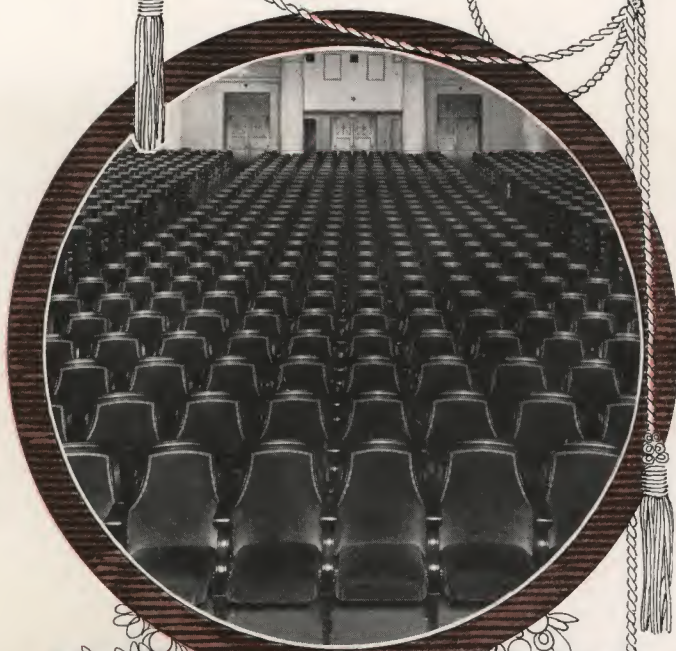
- | | |
|---|-------------------|
| Shubert Chanin Theatre | New York City |
| Scottish Rite Temple | Guthrie, Oklahoma |
| Shoe Department, Marshall Field Company | Chicago, Illinois |
| Polo Grounds | New York City |



HAVE MANY USES

BESIDES these better known uses, theatre chairs are now giving customer comfort in shoe stores, barber shops, beauty parlors, etc. Adaptations of theatre chairs are used in churches, chapels, synagogues, crematories, and funeral parlors. In fact it may be said that the use of theatre chairs today is almost unlimited.

The illustrations on this page show a variety of Heywood-Wakefield installations. Hundreds of others are available, and new ones are added almost daily.



James Simpson Theatre, Field Museum	Chicago, Illinois
Auditorium, Belmont High School	Los Angeles, California
Second Church of Christ Scientist	Detroit, Michigan
Chicago Motor Speedway	Chicago, Illinois



OC 410

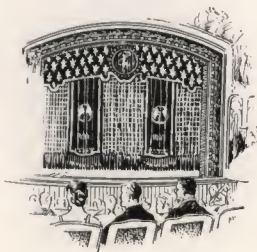
VENEER, because of the many plies of wood used in its construction, is stronger, more beautiful, less expensive, and more flexible to manufacture than solid wood. This veneer seat and back chair is widely used for halls and auditoriums where low-cost substantiality, rather than luxuriousness, is the prime consideration.





OC 411

A SIMPLER aisle end and slightly different back lines distinguish this chair from OC 410. As in all Heywood-Wakefield chairs, however, all-steel center standards and long-lived seat hinges are used in its construction. This type of chair will deliver satisfactory service over a period of many years.





OC 409

PRESSED steel, instead of cast, iron is used in both aisle and center standards of this chair, providing light weight without sacrifice of strength. The standards are solidly riveted throughout. This type of chair is particularly well suited to motion picture theatres and school auditoriums, where strength to withstand strenuous service is essential.





OC 405

ON this chair the standard extends to the top of the back, lending additional strength. Into these extensions a square veneer panel back with roll top is fitted. This construction fits the chair not only for use in theatres, but in school auditoriums as well. This chair has a veneer seat.





E. F. ALBEE THEATRE
Providence, Rhode Island

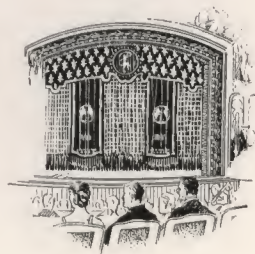
IT is a matter of pride with Heywood-Wakefield that many of the theatres it has seated are under one management. This is a critical test for any theatre chair to pass, yet in many cases Heywood-Wakefield chairs are specified for a new theatre on the strength of past performance in older houses. One of our Keith installations, the E. F. Albee Theatre, Providence, Rhode Island, is illustrated here. There are many others, equally imposing, located everywhere in America and in foreign countries.





OC 405 SS

THIS chair is essentially the same as OC 405, except that it has a solid wood seat, shaped and splined. Its roll top preserves the edge of the veneer back against chipping caused by the hard usage of thousands of persons. This chair is neat and serviceable.





OC 408

THE standards on this chair are three-quarters continuous construction, which permits the use of several shapes of back. Both seat and back are of heavy veneer. This is a sturdy type, well suited for use in theatres, and in school halls and auditoriums.





OC 407

EXCEPTING for a different type of seat end, this chair is similar to OC 408. This seat end is of pressed steel, with an ornamental cast iron panel for the aisle end. Several attractive decorative effects are possible with this seat, due to the ornamentation of the ends.





OC 403

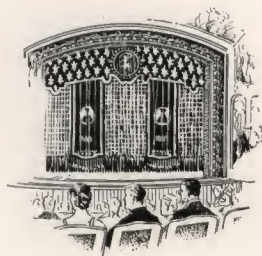
THIS chair is constructed with solid wood seat and back. These parts consist of strongly made frames in which the slats come flush with the frame pieces. A choice of many different ornamentations to be attached to the seat ends is available. This feature is characteristic of all Heywood-Wakefield theatre chairs.





OC 404

SEMI-CONTINUOUS, instead of three-fourths continuous, aisle standards differentiate this chair from OC 403. This construction permits of a wider range of individual shaped backs from which to choose. Although it is distinctly a theatre chair, this type of seat is especially popular for use in school auditoriums.





AMERICAN LEAGUE BASEBALL PARK
Chicago, Illinois

PRACTICALLY every National and American League baseball park in the United States, and many minor league parks, are equipped with Heywood-Wakefield chairs. As additions to these parks are built, more Heywood-Wakefield chairs are ordered, indicating the confidence that is placed in our merchandise. Not alone in the grandstands, but in the boxes as well, Heywood-Wakefield seats are used. Thousands of these chairs have withstood the ravages of years of exposure to all kinds of weather, and yet are in daily use. In many of the smaller baseball associations also, Heywood-Wakefield chairs are standard equipment.





OC 402

THIS Regular three-slat baseball park chair is used by such ball clubs as the Chicago, Cleveland, Detroit and Boston Americans, and the New York, Pittsburgh, Boston and Brooklyn Nationals, besides many of the smaller baseball organizations. It is also used in the Denver, Colo., Stadium, and in the Detroit, Mich., and Worcester, Mass., fair grounds.





OC 400

HEYWOOD-WAKEFIELD baseball chairs will be found in practically every big league baseball park. New orders from many of these clubs are received by us from time to time. No better indication of complete satisfaction could be asked. This type of chair is used in the Cincinnati and Chicago National League Parks.





OC 401

A FEW of the places where this type of chair is now in use are: Philadelphia American League ball park; New Boston Arena; Grand Stand, University of Vermont, Burlington. This chair is also an extremely popular type of seating for High School and College gymnasiums.

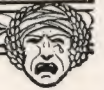




OC 267

BECAUSE of its lightness, portability, strength, and resistance to the elements, this chair is used in the boxes of many big league ball parks, and in many race tracks and pavilions. It is suitable for use wherever circumstances require that the seating be constantly exposed to the weather.





OC 268

THIS light steel folding chair is suitable for use in Armories and Coliseums—wherever a high grade portable chair is required. While the chair folds absolutely flat, its pressed steel frame and riveted construction throughout impart extraordinary strength to withstand rough usage.





OC 426

THIS Mission type chair was especially designed for church seating. Its extremely simple pew ends convey the proper atmosphere for the church interior, yet the heavy veneer back and spring seat provide the desired comfort for the occupant. This chair is in use in many prominent churches.





OC 406 T

THE Heywood-Wakefield tablet arm, as shown in the illustration above, has the advantage of being attachable to the standard of practically any Heywood-Wakefield auditorium chair, even after installation. Its simple steel construction offers great strength and easy, quiet operation. The arm is shown folded in the sketch below.





REST ROOM, GRAEPER'S EGYPTIAN THEATRE
Portland, Oregon

NO matter what the central theme about which theatre appointments are fashioned, Heywood-Wakefield rest room furniture adds a beauty and distinctiveness all its own. This illustration is of a rest room in Graeper's Egyptian Theatre, Portland, Oregon, which is furnished with Heywood-Wakefield reed furniture. Reed and fibre furniture is ideal for rest room use because of the ease with which these two types lend themselves to almost any decorative scheme. Not only in theatre rest rooms, but in public and industrial rest rooms and similar places as well, Heywood-Wakefield furniture is being used increasingly.





BOX AND LOGE CHAIRS

OF prime importance to theatre owners are the seats for the loge, mezzanine floor, and boxes. Whether or not the orchestra and balcony seats are strikingly individual and charming, theatre patrons look to the special seats to portray in the fullest sense everything in beauty and good taste for which the theatre stands. With this in mind, Heywood-Wakefield has designed its line of loge and box chairs, a few of which are shown on this and the following two pages.



O C 428

O C 429
Shown at top
of page

O C 427



BOX AND LOGE CHAIRS

PERHAPS no other materials are better suited to loge and box chairs than reed and fibre. Constructed in a myriad of striking patterns, chairs of reed or fibre may be made to blend with any conceivable decorative scheme. Woven furniture lends itself more readily to special color effects than that made from other materials. An idea of the complete Heywood-Wakefield stock of reed and fibre chairs may be gained from the illustrations on this page.

For those who contemplate a theatre interior that is out of the ordinary, Heywood-Wakefield is prepared to furnish unusual designs. Thus the Heywood-Wakefield range of theatre seating is complete.



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W 463 AUS



BOX AND LOGE CHAIRS

THE advice of Heywood-Wakefield seating men is not confined to the fixed seats in a theatre. Their many years of experience in the seating of magnificent show houses equip them to offer suggestions as to the proper seating for the most pretentious parts of the theatre as well. Heywood-Wakefield's almost unlimited range of finishes and upholstery materials is available to every present or prospective theatre owner.

Heywood-Wakefield chairs are obtainable not alone for the theatre auditorium, but also for rest rooms, smoking rooms, lobbies, box offices, and other special uses. For every theatre need there is a Heywood-Wakefield seat.



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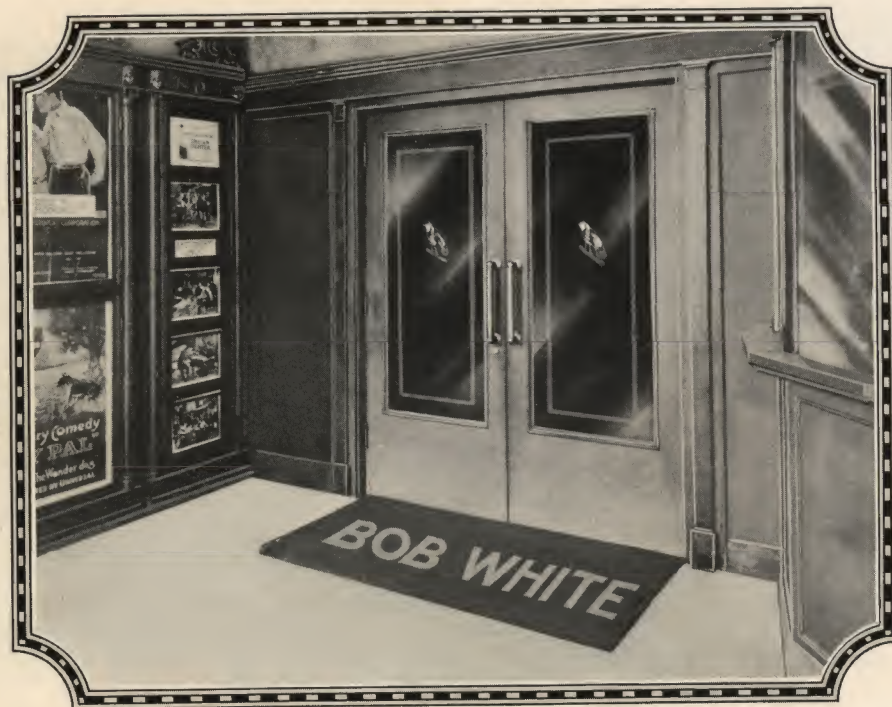
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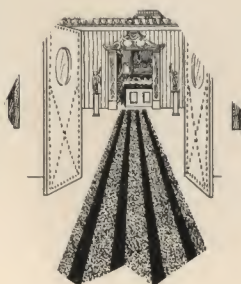


W 1809 A



LOBBY, BOB WHITE THEATRE
Portland, Oregon

COCOA brush door mats are an asset to any theatre, for they keep out street dirt that is unsightly and destructive to expensive floor coverings. Heywood-Wakefield cocoa brush door mats are best for theatre use because their brush-like surface cleans *all* the dirt from shoe soles. The owner of the Bob White Theatre, Portland, Oregon, shown here, has sunk a Heywood-Wakefield cocoa brush door mat into the concrete directly before the entrance. He finds that it keeps his theatre clean, and makes an attractive advertisement. There are many other ways of using mats and matting in the theatre. We will be glad to explain if you drop us a line.





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